

Strategies for Effective Customer Service Management

2027 0000 7 - 3
Vienna (Austria)

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Day 3: Enhancing Customer Experience and Satisfaction

- Understanding customer needs and expectations.
- Designing and implementing customer journey maps.
- Strategies for personalizing customer interactions.
- Measuring and improving customer satisfaction metrics.

Day 4: Leveraging Technology and Data in Customer Service

- Overview of customer service technologies and tools.
- Implementing CRM systems for improved service delivery.
- Using data analytics to drive service improvements.
- Balancing automation with human touch in customer interactions.

Day 5: Advanced Customer Service Management Strategies

- Handling complex customer issues and conflict resolution.
- Developing and implementing service recovery strategies.
- Creating a continuous improvement culture in customer service.
- Future trends and innovations in customer service management.

Individual Impact

- Strengthen your ability to lead and develop customer service teams with greater confidence.
- Enhance your skills in improving customer experience, satisfaction, and loyalty.
- Build stronger capability in using technology and data to support service excellence.
- Gain practical strategies for handling difficult customer situations and driving continuous improvement.

Work Impact

- Improve service quality and consistency across customer-facing operations.
- Strengthen team performance through better leadership, coaching, and motivation.
- Support more effective use of technology and data in service delivery.
- Enhance customer retention and business reputation through stronger service management practices.

Training Methodology

This program integrates service leadership principles, practical tools, and real-world application to ensure workplace relevance and measurable impact. Learning methods include:

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- Real-world case studies on customer service leadership and team performance.
- Practical exercises in customer journey mapping, coaching, and service improvement planning.
- Interactive workshops on CRM use, service recovery, and customer satisfaction metrics.
- Group discussions on technology adoption, complaint handling, and service culture.
- Frameworks and tools for applying advanced customer service management practices effectively.

Beyond the Course

Upon completion, participants will be better equipped to lead customer service functions with greater clarity, confidence, and strategic awareness. They will return ready to:

- Build stronger customer service teams and improve day-to-day performance.
- Enhance customer experience through better processes, insight, and responsiveness.
- Use technology and data more effectively to support service decisions.
- Drive continuous improvement and stronger customer outcomes across the organization.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.